

ASSIGNMENT 4

Textbook Assignment: "The Command Information Bureau" and "Media Relations," page 3-1 through 4-10.

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| <p>4-1. A CIB may be formed during which of the following events?</p> <ol style="list-style-type: none">1. Training exercises2. Actual combat3. Serious incidents4. All of the above <p>4-2. An event involving the Navy and Air Force warrants the forming of a CIB. When this happens the CIB name is changed in what way?</p> <ol style="list-style-type: none">1. To AIB2. To JIB3. To C/AFIB4. To NJIB <p>4-3. Which of the following is an important advantage of a basic CIB establishment plan?</p> <ol style="list-style-type: none">1. Optimizing the use of the media2. Serving the information goals of the area coordinator3. Reducing the public affairs office response time4. Augmenting the staff of the C/AFIB <p>4-4. To manage CIB personnel and equipment in the most competent manner, what action should the senior journalist take?</p> <ol style="list-style-type: none">1. Start the CIB in advance of the event2. Execute the CIB plan simultaneously with the CHINFO CIB plan3. Call the closest NAVINFO and get the latest personnel and equipment management guidance4. Review the latest issue of <i>Public Affairs Communicator</i> to get the most current CIB information | <p>4-5. Which of the following individuals is normally designated as the CIB releasing authority?</p> <ol style="list-style-type: none">1. CO2. XO3. PAO4. Senior JO <p>4-6. The CIB establishment plan is usually a part of which of the following documents?</p> <ol style="list-style-type: none">1. The public affairs office disaster plan2. The Watch, Quarter and Station Bill3. The public affairs annex to the operations order4. The media relations plan <p>4-7. A sound CIB plan allows the public affairs office to be reactive rather than proactive.</p> <ol style="list-style-type: none">1. True2. False <p>4-8. When selecting CIB operating methods, you should consider which of the following areas?</p> <ol style="list-style-type: none">1. Public affairs theories2. CIB case studies3. Both 1 and 2 above4. Available public affairs resources <p>4-9. What CIB division handles media communications and messing concerns?</p> <ol style="list-style-type: none">1. Administrative support2. Liaison3. Media relations4. Media escort/briefing |
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- 4-10. A land-based unit associated with a CIB and which handles the distribution of news received from the CIB in the operational area is known by which of the following titles?
1. CIB wing
 2. Secondary CIB
 3. Sub-CIB
 4. CIB-Ashore
- 4-11. Every CIB staff member should be able to perform which of the following tasks?
1. Read and interpret classified operational information
 2. Complete sensitive tasks under pressure
 3. Deal with others in a polite and thoughtful manner
 4. Both 2 and 3 above
- 4-12. Which of the following is NOT a CIB personnel responsibility?
1. Escorting next of kin to the event sites or related areas
 2. Assisting the news media as directed by the CIB OIC
 3. Assisting in setting up interviews
 4. Maintaining the CIB for comfort, health and safety
- 4-13. At what point should you identify possible CIB locations?
1. At least two days before the establishment of the CIB
 2. Before the initial drafting of the CIB establishment plan
 3. During the initial drafting of the CIB establishment plan
 4. After the initial drafting of the CIB establishment plan
- 4-14. Which of the following locations is considered suitable for a CIB?
1. Recreation center
 2. Civilian apartment building
 3. Navy communications center
 4. BEQ
- 4-15. For which of the following reasons should the public affairs staff and civilian media have separate CIB work areas?
1. To maintain mutual privacy
 2. To prevent confrontations
 3. Both 1 and 2 above
 4. To alleviate tension between the two groups
- 4-16. Which of the following items should be a part of the CIB civilian media work space?
1. Crawling message sign
 2. Televisions
 3. Lockers
 4. Bulletin board
- 4-17. During a peacetime CIB, the public affairs office must supply the media with which, if any, of the following items?
1. Modems
 2. ENG equipment
 3. Portable laptop computers
 4. None of the above
- 4-18. For which of the following reasons should you include carbon paper and a manual impact key typewriter in the CIB "crash kit"?
1. They are inexpensive, nice to have items
 2. They will be in constant use by the CIB staff and the media
 3. They are excellent backups to copiers and computers/printers
 4. They will be used by computer-illiterate members of your staff

- 4-19. What statement best describes an important guideline regarding CIB military transportation support?
1. It may be provided if similar commercial transportation is available
 2. Ground vehicles must not be used under any circumstances
 3. Aircraft must not include those driven by propellers
 4. Ground vehicles must be able to transport heavy, cumbersome equipment
- 4-20. You are the assistant PAO of the USS *Hawaii Kai* (DDG 92). A reporter refuses to submit her story to you for review before it is transmitted using the communications system of the ship. What action should you take?
1. Reassure the reporter that the review is solely for security reasons, not censorship
 2. Reprimand the reporter and have her removed from the ship immediately
 3. Explain to the reporter that it is the CO's rule and it must be followed
 4. Call the XO and have him explain the situation
- 4-21. When, if ever, may the Navy provide civilian reporters with meals at a CIB?
1. When the meals are of the MRE variety
 2. When 10 or more reporters request the service
 3. When it is more beneficial to the Navy
 4. Never
- 4-22. Which of the following media pools is authorized the use of military billeting when civilian berthing is available?
1. NATO
 2. DoD
 3. UN
 4. UNITAS
- 4-23. A reporter asks you about receiving routine sick call treatment during CIB operations. The nearest civilian hospital is five hours away by car. What should you tell the reporter?
1. Sick call treatment is not available under any circumstances
 2. Sick call treatment is available only on a reimbursable basis
 3. Written permission from the unified commander must be obtained before sick call treatment can be received
 4. Sick call treatment may be provided and reimbursement is not required
- 4-24. All of the following are items that are part of the CIB media packet except which one?
1. Information on off-limits areas
 2. Discount coupons for the Navy Exchange
 3. Command policy statements
 4. Important telephone numbers
- 4-25. Which of the following individuals should normally receive top priority in a media pool?
1. United Press International photographer
 2. Local television cameraman
 3. ABC Radio reporter
 4. Daily newspaper color photographer
- 4-26. Media ground rules are given to reporters and photographers in what form?
1. Command notice
 2. Command instruction
 3. Written policy statement
 4. Oral notification

- 4-27. Before issuing a CIB credential to a free-lance reporter, you may check which of the following pieces of identification?
1. Shot record
 2. Visa
 3. Both 1 and 2 above
 4. CPR certification
- 4-28. After calling a newspaper to verify the employment of a reporter, you discover that she is an imposter. What action, if any, should you take?
1. Inform her of Title 18 U.S. Code 793 (d), 795 and 797
 2. Revoke her CIB credentials if issued, then immediately contact security personnel
 3. Give her limited CIB access to avoid any community relations repercussions
 4. None
- 4-29. Which of the following CIB registration forms should you draft with the aid of the command legal office?
1. Statement of charges
 2. Ground rules
 3. Both 1 and 2 above
 4. Waiver agreement
- 4-30. The media identification badges issued at the CIB should contain which of the following features?
1. A statement of indemnity
 2. A double-laminated exterior
 3. A photo of the reporter or photographer
 4. A statement that they are the property of the U.S. government
- 4-31. What is the most crucial element in successfully disseminating news to the media?
1. Flexibility
 2. Politeness
 3. Circumlocution
 4. Ambivalence
- 4-32. News briefings are normally held (a) how often, and (b) during what parts of the day?
1. (a) Twice daily
(b) morning and afternoon
 2. (a) Twice daily
(b) morning and evening
 3. (a) Three times daily
(b) morning, afternoon and evening
 4. (a) Four times daily
(b) two in the morning, two in the evening
- 4-33. What statement best describes the main difference between a news briefing and news conference?
1. A news briefing is used to update reporters formally on a particular situation while a news conference is used only as a last resort
 2. A news briefing is used only during operations and exercises while a news conference is used only during adverse news situations
 3. A news briefing is used to periodically update reporters on a situation while a news conference is irregularly held
 4. A news briefing is used to update reporters periodically on a situation while a news conference is authorized and scheduled only by ASD(PA)
- 4-34. During a news conference, the CO elects to provide reporters with information that may be used only when no harm can result from its release. What type of briefing is this called?
1. Background
 2. Off-the-record
 3. Procedural
 4. Elective

- 4-35. Because reporters in the CIB share the same information, personal, one-on-one interviews should be arranged when requested to allow more complete, credible and varied reporting.
1. True
 2. False
- 4-36. What should be the main goal of news releases produced by CIB staff members?
1. To complement the stories produced by the news media
 2. To provide a hard-sell pitch for the Navy
 3. To compete directly with news media stories
 4. To tell the story from the media's point of view
- 4-37. Navy produced photographs available for media use should be in which of the following formats?
1. 5 by 7 and 8 by 10 inches
 2. 4 by 5 and 8 by 10 inches
 3. 8 by 10 and 11 by 14 inches
 4. 5 by 7 and 4 by 5 inches
- 4-38. What is the preferred location for the videotape platform in the CIB conference room?
1. The immediate left of the lectern
 2. The immediate right of the lectern
 3. At the rear of the conference room
 4. In the middle of the conference room
- 4-39. Which of the following methods is recommended when you write the CIB after-action report?
1. Conduct an in-depth interview with the CO and get his impressions
 2. Follow the guidance in *PA Regs*, appendix C
 3. Review and evaluate each section of the CIB establishment plan
 4. Schedule a training session and evaluate the CIB with your staff
- 4-40. The job of communicating the Navy's message to the public is demanding because of which of the following trends?
1. Fewer Americans have had firsthand military experience than in previous years
 2. More Americans are illiterate than ever before
 3. Fewer Americans are in tune with the mass media than in the 1960s
 4. More Americans harbor antimilitary sentiments than ever before
- 4-41. The senior journalist and PAO can educate the new generation of reporters and the public in which of the following ways?
1. By learning to communicate more effectively
 2. By opening a dialogue with the news media
 3. Both 1 and 2 above
 4. By communicating more effectively with the internal audience

4-42. Which of the following statements best describes the effect of the news media on the American public?

1. The news media "war of words" eventually leads to civil turmoil
2. The thought process of the public is influenced, in large part, by what is being said in the news media
3. The off-duty activities of media employees have a profound effect on the youth of America
4. The day-to-day actions of the news media are often viewed with contempt by the American public

- A. Magazine

B. Newspaper

C. Television

D. News service

E. Radio

F. Syndicates

Figure 1

IN ANSWERING QUESTIONS 4-43 THROUGH 4-50, SELECT THE NEWS MEDIUM IN FIGURE 1 THAT FITS THE DESCRIPTION USED AS THE QUESTION. RESPONSES IN FIGURE 1 MAY BE USED MORE THAN ONCE.

4-43. The oldest form of mass communication

1. B
2. C
3. D
4. F

4-44. Among its advantages are variety, mobility and immediacy:

1. A
2. D
3. E
4. F

4-45. Provides in-depth stories that amplify wire service spot-news stories:

1. B
2. C
3. D
4. F

4-46. Usually grouped as consumer, news or internal/promotional:

1. A
2. B
3. C
4. F

4-47. Provides the mass media with coverage they cannot afford to get by any other means:

1. A
2. C
3. D
4. E

4-48. The newest and most powerful of the mass communications media:

1. C
2. D
3. E
4. F

4-49. Offers coverage in greater depth than broadcast or pictorial media:

1. A
2. B
3. D
4. E

4-50. An informal, intimate and timely medium:

1. A
2. B
3. E
4. F

- 4-51. You are tasked with assisting an author who is writing a book about your command. The author asks you for information and materials that go beyond the scope of your regular press kit information. What should you tell him?
1. You have to get further guidance from the PAO
 2. You will not be able to accommodate his request for further information
 3. You have to get further-guidance from CHINFO
 4. You have to call the area coordinator and get permission to provide more information
- 4-52. A reporter looks for a story that will help him earn professional acclaim and praise. This is known as what type of journalism?
1. Prize
 2. Pack
 3. Hitchhiker
 4. checkbook
- 4-53. What can the senior journalist and PAO do to help inexperienced reporters understand Navy phrases and terminology?
1. Review the phrases and terminology with the reporter's supervisor
 2. Translate the phrases and terminology into civilian terms, when possible
 3. Ask the reporter to read *PA Regs* before seeking any information
 4. Both 2 and 3 above
- 4-54. In a "mob" journalism situation, the senior journalist should be pugnacious and defend the command and Navy at all costs.
1. True
 2. False
- 4-55. All except which of the following media-related functions are performed by the senior JO and PAO?
1. Arranging interviews
 2. Reviewing and editing all media products
 3. Researching the interview issues
 4. Researching the backgrounds of reporters and news organizations
- 4-56. Which of the following public communication strategies should be the goal of every public affairs office?
1. Reactive
 2. Winging it
 3. Both 1 and 2 above
 4. Proactive
- 4-57. Before releasing news to the media, the PAO must balance each release between (a) what principle and (b) what considerations?
1. (a) Limited disclosure
(b) accuracy, security and objectivity
 2. (a) Maximum disclosure with moderate delay
(b) security, accuracy, strategy and propriety
 3. (a) Maximum disclosure with minimum delay
(b) security, accuracy, propriety and policy
 4. (a) Restricted disclosure
(b) accuracy, brevity, clarity and propriety
- 4-58. Upon completing a news release, you realize your command may not have the authority to release the information. What should you do?
1. Seek the advice from the PAO in the next highest command in the chain
 2. Send the release with a cover letter to CHINFO
 3. Call the nearest NAVPACEN for advice
 4. Ask the CO for permission to release the information

4-59. What is the main advantage of the news release?

1. Reliability
2. Low cost
3. Acceptability
4. High volume

4-60. When producing a news release, you should avoid which of the following practices?

1. Triple-spacing the copy
2. Noting the preferred release method
3. Using a preprinted form
4. Writing more than one page

4-61. What is the main purpose of a news advisory?

1. To keep CHINFO informed of important newsworthy events
2. To inform the appropriate NAVINFO about a possible marketing opportunity
3. To inform the media about a particular event and invite coverage
4. To provide the media with follow-up information on an accident or incident

4-62. The oral release of information to the media should be made in which of the following ways?

1. In person only, reading from a prepared text
2. By telephone only, reading from a command directive
3. In person or by telephone, reading from a prepared text
4. By audio or video tape, reading from a command directive

4-63. A query sheet should include which of the following item of information?

1. The home address of the reporter
2. The source of information and coordination
3. The latest chain of command flow chart
4. The home telephone number of the reporter

4-64. A reporter wants to interview the CO to get his views on preventing sexual harassment in the Navy. Before the interview takes place, what action should you and the PAO take?

1. Get the reporter's questions in advance and submit them to the CO for approval
2. Set up a mock interview with the PAO acting as the reporter
3. Give the reporter the CO's views in the form of a news release
4. Discuss the interview with the CO and reporter before it takes place

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| <p>A. On-the-record</p> <p>B. Off-the-record</p> <p>C. Background/not for attribution</p> <p>D. Deep background</p> |
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Figure 2

IN ANSWERING QUESTIONS 4-65 THROUGH 4-69, SELECT THE GROUND RULE IN FIGURE 2 THAT FITS THE DESCRIPTION USED AS THE QUESTION. RESPONSES IN FIGURE 2 MAY BE USED MORE THAN ONCE.

4-65. No source is revealed, but the reporter may use the information:

1. A
2. B
3. C
4. D

4-66. Information that must not be printed under any circumstance or in any form:

1. A
2. B
3. C
4. D

- 4-67. The source can be identified in general terms:
1. A
 2. B
 3. C
 4. D
- 4-68. The interviewee may be identified by name and title:
1. A
 2. B
 3. C
 4. D
- 4-69. The ground rule that should be avoided as often as possible:
1. A
 2. B
 3. C
 4. D
- 4-70. Following a serious accident aboard your naval station, you recommend to the CO that he make a short statement to the media and answer a few questions. The CO can take advantage of this opportunity to accomplish which of the following tasks?
1. Provide an educated guess on the cause of the accident
 2. Inform the next of kin of fatalities
 3. Reassure family members that the CO is in charge and he is doing all he can
 4. Tell the media and family members that the person(s) responsible for the accident will be dealt with accordingly
- 4-71. Which of the following rules must be followed before you or the PAO grant a general interview?
1. The interviewee must have had previous media exposure
 2. The CO or XO must monitor the interview for security and policy violations
 3. The PAO must screen the questions 24 hours before the interview
 4. The subject matter of the interview must correspond with the interviewee's position of responsibility
- 4-72. The talk show interview, in most cases, centers on what facet of the interviewee?
1. Professional experience
 2. Personality
 3. Personal views on hard news issues
 4. Management abilities
- 4-73. Your CO anticipates being the subject of an ambush style interview when he leaves his home this morning. What comment, if any, should the CO give to the waiting reporters?
1. "I am sorry, I do not have the time to talk to you"
 2. "You have no right to be here: please leave before I call the police"
 3. "My PAO can answer all of your questions"
 4. None
- 4-74. From the interviewee's perspective, what is the primary disadvantage of the remote interview?
1. The confusion caused by audio feedback in the earplug
 2. The distraction caused by the large bank of monitors needed to conduct the interview
 3. The confusion caused by the floor director's hand signals
 4. The distraction caused by the studio audience